



MARKET ANNOUNCEMENT

21 January 2022, Vista Group International Ltd, Auckland, New Zealand

Vista Group Announces Expansion with Odeon Cinemas Group into Spain and Portugal

Vista Group International Limited (NZX & ASX:VGL) is pleased to announce the expansion of its relationship with the Odeon Cinemas Group through the signing of an agreement to implement the Vista Group solution for Cinesa Cinemas in Spain and Portugal.

The solution provides cinema management software, ('Vista Cinema'), a reimagined website and mobile App ('Vista Digital'), big data analytics and targeted marketing ('Movio') and real-time distribution of digital media assets ('MX Film'). The first pilot site went live just before Christmas 2021, and the implementation (42 sites in total) is expected to complete before the end of 2022.

Kimbal Riley, Vista's Group CEO, commented "Odeon Cinemas Group, part of the AMC Group, is the largest cinema circuit in Europe, and it's very pleasing to see that, even with the impact of the pandemic on the film industry, our partnership continues to expand geographically, and develop and deliver new ways to enhance the moviegoer experience."

Vista Group will release its full year 2021 results on Tuesday, March 1st 2022.

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